

SALT MANAGEMENT STRATEGY: EDUCATION AND OUTREACH WORKGROUP

AFFECTING CHANGE IN THE COMMUNITY

Education and outreach is a critical component of improving salt application practices during winter storm events. The SaMS workgroup associated with this topic is expected to discuss topics such as target audiences, effective outreach mechanisms, funding sources and partners, and potential education and outreach implementation activities. From these discussions, the workgroup will develop a set of recommendations for an Education and Outreach Plan. The workgroup is anticipated to explore the topics listed in the categories provided below. Example lists under each topic area are not exhaustive and are provided in no particular order. Instead, they are meant to facilitate workgroup discussions.

There are many education and outreach materials already in existence to use and/or adapt for the Northern Virginia region. As such, these materials may not need to be designed from scratch in many instances.



Target Audience

Identify those who work in or influence winter storm maintenance or are affected by those activities. Decide which, or if all, groups should be targeted by this SaMS effort. Examples include:

- Private/commercial property owners/managers
- Large institutional property owners/managers
- Homeowner associations
- Winter maintenance professionals/applicators
- Elected officials
- Drivers
- School students
- General public
- Environmental advocacy groups

Mechanisms

Determine which outreach tools are most appropriate for the target audiences. Gather existing resources that are appropriate to target those audiences in Northern Virginia. Examples include:

- Pamphlets/fliers/postcards
- Booth materials for local events
- Press releases
- Public service announcement
- Website(s)
- Social media
- Videos
- Training(s)
- Technical materials
- Success stories
- Community events

Funding Sources and Partners

Identify potential funding sources and partners to facilitate successful SaMS implementation. Examples include:

- Local governments
- Federal and state agencies
- Council of governments
- Water suppliers
- Environmental groups

Education and Outreach Activities

List activities that could be recommended in the SaMS as part of an Education and Outreach Plan to increase awareness and encourage positive behavior changes. Examples include:

- Encourage volunteer water quality monitoring
- Promote winter maintenance success stories
- Include education and outreach in organizational plans where possible
- Hold trainings and/or certifications for various audiences (educators, applicators, homeowners, etc.)
- Identify tools like salt scoops and other freebies to use as educational resources for homeowners and other stakeholders

The information in this flier was compiled from existing materials in the sources listed below.

References:

1. Minnesota Pollution Control Agency (MPCA). 2016. Twin Cities Metropolitan Area Chloride Management Plan. <https://www.pca.state.mn.us/sites/default/files/wq-iw11-06ff.pdf>, accessed 7/16/2018.
2. University of Iowa. 2015. Clear Roads – Manual of Best Management Practices for Road Salt in Winter Maintenance. 48p. http://clearroads.org/wp-content/uploads/dlm_uploads/0537_2015-Clear-Roads-Best-Practice-Guide-WEB.pdf, accessed 7/16/2018.